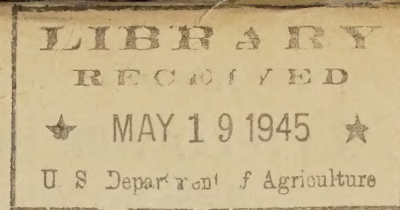


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.







## PRICE LIST

# F. W. ROCHELLE & SONS

## RE-ROOTED VEGETABLE PLANTS

SINCE 1901

### SAFE DELIVERY

We guarantee that your order of plants shall reach you in good condition. If any plants are delayed and damaged we will replace them. When your plants arrive, if they are not in good condition, open the basket in the presence of the Express Agent or Postman, and determine the amount spoiled. Have the agent note this on a slip, along with the date and time of arrival. Forward this slip along to us and we will immediately replace the plants spoiled. The fact that some are spoiled does not mean that we will replace the entire shipment. Make the best possible use of them.

We deliver the plants to the Express Company at 5 o'clock in the afternoon. They forward them on the night trains and make deliveries to nearly all points in Pennsylvania, New York and New England the next morning or afternoon.

From long experience we have learned that heating of the plants causes the most damage. We therefore do not send them out very wet. If they are a little wilted they will soon revive if the roots are dampened. It is a good plan to lay the bunches out on a cellar floor or in the shade of a tree until they have stiffened.

### FULL COUNT OF CLEAN PLANTS

We try to have all plants carefully sorted and counted.

If ever there is a shortage of plants we will make the shortage good if you notify us.

The plants are packed in bushel baskets, standing on damp moss.

We are located in a grain and dairy section and not in a trucking section, so we do not have the pests and diseases that are often found in a trucking section. We change to a new field every year. Our soil has sufficient lime to make it neutral, so we are never troubled with club root. We treat all the seed we sow with Semesan. Being located in the New Jersey Highlands, the climate is cool and is therefore very favorable to the growth of stocky plants.

### SEED USED

As is shown by our trials, the productive ability of the seed used is the most important element in the growth of a crop. We use only the best seed. We use certified tomato seed.

Many of our customers write us that they have good luck in using our seed and plants. Some tell of yields of over thirty tons of cabbage per acre, others of systematic yields, year after year, of 20 or more tons of Danish Ballhead or Roundhead. With cauliflower, reports come in of nearly complete cuttings of marketable heads. Read these comments from our customers on the inside pages.

### MAXIMUM YIELDS

Our plants and seed will produce maximum yields if the proper cultural methods are used. The following are what we believe to be the essential steps:

1. A good sod well plowed under when the furrow does not shine.
2. Thorough pulverization by harrowing or disking at least five times, when the soil does not stick to the tool.
3. The use of sufficient lime to bring the PH count to 6½.
4. The use of sufficient fertilizer. Usually from 1500 to 2000 pounds per acre is needed for cabbage, and from 2000 to 3000 pounds per acre for cauliflower.
5. Frequent cultivation when the soil does not stick to the cultivator.



# CAULIFLOWER PLANTS

Ready May 25th

SUPER SNOWBALL (Originator's Seed)

EARLIEST CATSKILL MOUNTAIN SNOWBALL (Originator's Seed)

IMPROVED HOLLAND ERFURT

SNOWDRIFT

We make a great specialty of cauliflower plants, buying the highest priced seed only, sowing every three or four days from April 1st to near the first of July, having a large supply of fresh plants always on hand.

We ship only fresh plants.

We have, we think, the largest sale of cauliflower plants in the United States.

We received, one year, orders for 550,000 cauliflower plants in one day, from members of the Long Island Cauliflower Association, or their neighbors.

We have sold out, about August 1st, all the cauliflower plants we had, four separate years, to members of the Association, or their neighbors.

We have sold 190,000 plants in one year to one member of the Association.

We have a very large trade among large cauliflower growers, all over the East, who make a specialty of the crop.

We could only have this trade by supplying the highest grade of plants from the best seed.

Cauliflower is an expensive crop to grow and large growers will not risk their crop on any but the highest quality of plants from the best strains of seed.

The general reasons why we have this very large trade are:

1—Because we buy and sow the highest quality of seed only. We never sow an ounce of seed but the best.

2—We have had forty-two years experience and we know how to raise the finest grade of plants that can be grown.

3—We are located in a grain and dairy section and not in a trucking section, so we do not have the pests and diseases that are often prevalent in a trucking section.

4—To keep our cauliflower, cabbage and sprout plants free from disease we have moved our plant fields 25 times in 38 years to NEW tracts of land.

We have never seen, in our fields, a cauliflower, cabbage, sprout or broccoli plant that had club-root.

5—We are located in the New Jersey Highlands, a cool situation, very favorable to cauliflower plants, and on soil having naturally enough lime in it to make it neutral or slightly alkaline, which grows the most healthy cauliflower, cabbage, broccoli and Brussels sprouts plants.

6—When you buy our plants, you get not only PEDIGREED plants, but CLEAN plants.

You do not get cabbage maggots and other cabbage pests to infest your land.

Neither do you get club-root, as our soil has sufficient lime to make it neutral and we grow plants on new grain land each year.

Clark's Summit, Pa.

"The cauliflower we got from you last year was the best we ever had."

Wilton, N. H.

"We had the finest and largest cauliflower from you last year. Everyone remarked about them. Sold them very quickly."

"We are anxious to put in some early cauliflower plants, also to purchase some of your seed. Will you kindly send price list."

Northboro, Mass.

West Ossipee, N. H.

"Last year was the first time I ever tried cauliflower. I put up a sign and took it down in twenty-four hours. A man came at 9:30 at night for three heads, said he would carry them in from the field. He took two and said I would have to take the other. You could not have put any one of them in a waterpail—just on manure. He said he never saw anything like it before—it must have been the plants—as it is not me. I came here from Boston six years ago. I am no farmer."

"Send me 3,500 cabbage plants—I will leave it to you what to send—I want a hard winter cabbage."

Conyngham, Pa.

"Cauliflower plants received last year. Had a fine crop."

Danville, Pa.

"Last year my cauliflower headed up grand."

Port Jervis, New York

"I purchased several thousand cabbage and cauliflower plants from you last year and I must say they were the best ever."

Merrimack, N. H.

"Your cauliflower plants were good last year. Am sending a double order this year."

"Please find \$5.00 for Early Snowball Cauliflower plants. Mr. \_\_\_\_\_ has just received some (20,000) very fine plants from you." \_\_\_\_\_, Portsmouth, R. I.

# IT'S ALL IN THE SEED

Tully, N. Y.  
Jan. 19, 1944

F. W. Rochelle

I have talked with several of my neighbors had got seed from you this year. I have used your seed several years also I have bought from 15,000 to 40,000 plants of you several years. I have had in mind to order some plants of you this year but seed is scarce and low in germination, so I will order some seed and some plants also.

I would like ½ lb. Red Danish Stonehead;

2 lbs. Penn State Ballhead;

20,000 Extra Early Copenhagen Market cabbage plants for June;

20,000 Red Danish Stonehead for May or June.

I have had very good luck with your plants.

Enclosed check for seed.

Yours truly,

"Your plants head up better than any I am able to raise from the seed."

"Last year your price list was late in reaching me, so I bought 1,000 plants from another firm."

"They didn't start good, so when your list came I got 1,000 from you."

"I did not get 100 heads from the first lot of plants, but the plants you shipped me headed better than 95 per cent. HARD HEADS, though it was very dry."

"The plants were set side by side."

F. G. BURNELL, St. Albans, Vermont.

"What is your earliest date that you can furnish cauliflower plants in the spring? Had good results from your plants last year."

Hugenot, N. Y.

"I have had the greatest satisfaction with your plants so will try your seed."

E. B. E., Jamesville, N. Y.

"Your cabbage and cauliflower were No. 1."

"I thank you very much for prompt delivery."

"Please send me by return post 1,000 Re-rooted Cauliflower plants."

J. H. D., Plattsburgh, N. Y.

"Two years ago I got cabbage seed from three different places. I paid \$5.00 for one-half pound of seed. While all seed was quite good, I had the best cabbage from your seed and the poorest from the \$10.00 per pound seed."

La Fayette, N. Y.

"Buyers said that I had the nicest cabbage that went to market."

Barker, N. Y.

"Got a good crop of cauliflower."

"Very satisfactory." \_\_\_\_\_, Concord, Mass.

"Was more than pleased with cauliflower plants sent last year. They were O. K." \_\_\_\_\_, Framingham, Mass.

"Those cauliflower and celery plants I got from you last year were fine." \_\_\_\_\_, Danville, Pa.

"I sent to you for plants two years ago. I had such nice cabbage and cauliflowers that I don't want to send to anyone else." \_\_\_\_\_, Lancaster, N. H.

"Please send me 1,000 re-rooted Snowball Cauliflower Plants."

"I was much pleased with the plants sent me in former years."

Drums, Pa.

"Celery and Cauliflower Plants came O. K. They were very fine stuff." \_\_\_\_\_, Bethlehem, Pa.

"Those plants (Cauliflower) came through in first-class shape."

"It is a pleasure to get plants like them." \_\_\_\_\_, Franklin, Pa.

"I would like to know if you have any more Cauliflower plants the same as Mr. \_\_\_\_\_ bought from you last week."

Clark's Summit, Pa.

"The cauliflower plants arrived in splendid condition."—B. & W., South Chelmsford, Mass.

"We received our cauliflower plants last year and they did fine."

Waterford, Pa.

"The cauliflower I got from you this spring proved A1."

"I took the First Prize in Cauliflower, and two prizes with the Copenhagen Market Cabbage at Northern Maine Fair, Aroostook County."

"There were 13 entries for Cauliflower and 10 entries for the cabbage."

"They were re-rooted plants and there was not one plant that did not head."—H. B. Hughes, Mapleton, Maine.

"Your cabbage and cauliflower were No. 1."

"I thank you very much for prompt delivery."

"Please send me by return post 1,000 Re-rooted Cauliflower plants."

J. H. D., Plattsburgh, N. Y.

"Had cauliflower plants of you four years ago, and had very fine large heads of cauliflower." \_\_\_\_\_, Colliersville, N. Y.

"Your cauliflower plants did fine with me last year." \_\_\_\_\_

Delevan, New York.

We sold 40,000 cauliflower plants to one of our customers in the Catskill Mountain section. In the fall he wrote us: "I have sent 200 crates of cauliflower to New York today and 192 crates yesterday."



# THE IMPORTANCE OF GOOD SEED

"Sold 17 tons of Copenhagen Market from 4200 plants set last year, so please send:

1 lb. Copenhagen Market  
1 lb. Danish Ballhead (Medium Stem)."  
\_\_\_\_\_, Cincinnati, New York

"Enclosed please find money order, for which please send me:

1½ lbs. Enkhuizen Glory  
3 lbs. Danish Ballhead (short stem)  
I had a fine crop of Glory last year—32 tons to the acre."  
\_\_\_\_\_, Marietta, N. Y.

"Is your Red Danish Stonehead cabbage seed the same strain as last year?"

"We used that kind last year and had the best red cabbage we ever had."  
\_\_\_\_\_, Marietta, N. Y.

"I used your seed one year and it was excellent. I believe every seed must of grown."

\_\_\_\_\_, Skaneateles, N. Y.

"We have used your seed thirty years or more, with very satisfactory results."

\_\_\_\_\_, Tully, N. Y.

"Enclosed find money order, for which please send me 1 lb. Danish Ballhead (short stem)."

"I have bought seed from you for a number of years and have always had fine luck."

\_\_\_\_\_, La Fayette, N. Y.

"Your seed has always grown with good yields."

\_\_\_\_\_, Spencerport, N. Y.

"I bought 2 pounds of your Danish Ballhead cabbage seed last year and had a fine crop. The buyer said that it was one of the best crops that he had bought."

\_\_\_\_\_, Marcellus, N. Y.

"Have had fine results from your seed for a number of years now."

\_\_\_\_\_, Honeoye Falls, N. Y.

"Last year we got red seed from you and was so pleased with the seed."

"They grew fine and was as fine a piece of cabbage as was around Sherburne."

"We sold the red for \$30.00 a ton."  
\_\_\_\_\_, Sherburne, N. Y.

"I wish to thank you for the fine cabbage plants you sent me. The cabbage sold for \$512. They were the finest plants I ever set."

\_\_\_\_\_, Rehoboth, Mass.

"Please send me five pounds of Danish Ballhead, and five pounds of Copenhagen Market."

"The seed that I got from you last year was A No. 1."

"I just sold the last of the cabbage, (March 1st) for twenty dollars a ton and some of it was just as green as when I cut it last fall."

\_\_\_\_\_, Groton, N. Y.

"Please send us the following seeds:

3 lbs. Early Copenhagen Market

2 lbs. Enkhuizen Glory

We have been well pleased with your seeds ever since we used them."

\_\_\_\_\_, Lyons, N. Y.

"Please send me by mail three pounds of Danish Ballhead."

"I have used your seeds for the past four years and have found them the best I can get."

\_\_\_\_\_, Kendall, N. Y.

"Please send me eight pounds of Danish Ballhead and one pound of Copenhagen Market."

"Please put it up in separate packages as some of it is for my neighbors."

"I had good luck last year."  
\_\_\_\_\_, Homer, N. Y.

"Please send me one pound of Danish Ballhead."

"My neighbor told me about it."  
\_\_\_\_\_, Marcellus, N. Y.

"Please send me one pound of Danish Ballhead."

"Neighbors have had good luck with it."  
\_\_\_\_\_, Marietta, N. Y.

The figures below of one of our seed tests show the wide variation in the ability of different strains of seeds to produce. Plants grown from poor seed may yield only half the tonnage of cabbage per acre that you would get, with other expenses equal, if the best seed had been used. The same, of course, applies to all other crops.

The ten best strains averaged 6.06 lbs. per head.

The ten poorest strains averaged 4.31 lbs. per head.

The ten best strains produced an average of **40% more cabbage** than the ten poorest strains.

Which shows how important it is to plant only the best seed. A poor strain of seed may prevent any profit on the crop.

The same is true of other kinds of cabbage seed and of cauliflower, Brussels sprouts, broccoli, celery, tomato and other seeds.

Buying cheap seeds or plants may result in working a whole season without profit.

We buy the highest yielding strains of seed for all our plants.

A number of years ago we secured from the cabbage seed growers of Denmark 39 strains of Danish Ballhead Cabbage seed and tried all of them out in our field, side by side, where each strain had exactly the same conditions—the same distance apart, the same fertilizer and the same cultivation.

In the fall we took scales to the field and weighed the cabbage of each strain.

The different strains had the following average weight per head:

Row	7—6.34 lbs. per head	Row	20—5.22 lbs. per head
	1—6.30 " " "		6—5.22 " " "
	13—6.18 " " "		10—5.18 " " "
	33—6.15 " " "		21—5.03 " " "
	14—6.06 " " "		35—5.03 " " "
	11—6.01 " " "		4—5.02 " " "
	8—6.00 " " "		9—5.00 " " "
	3—5.97 " " "		27—4.89 " " "
	32—5.86 " " "		26—4.81 " " "
	17—5.74 " " "		
Average of 10 best strains—6.06 lbs. per head		Row	24—4.79 lbs. per head
			28—4.77 " " "
			38—4.71 " " "
			29—4.43 " " "
Row	30—5.72 lbs. per head		5—4.26 " " "
	12—5.62 " " "		36—4.25 " " "
	2—5.57 " " "		22—4.22 " " "
	25—5.51 " " "		23—4.05 " " "
	37—5.42 " " "		39—4.00 " " "
	19—5.37 " " "		34—3.61 " " "
	16—5.35 " " "		
	18—5.35 " " "		Average of 10 poorest strains
	31—5.32 " " "		4.31 lbs. per head

Washburne, Maine  
Aroostock County

F. W. Rochelle & Sons  
Chester, N. J.

Dear Sirs:

I believe you would be interested to know that my records show that I made a net profit of \$75.00 on the 500 Imp. Holland Erfurt Cauliflower plants purchased of you June 4th, 1943.

I wish to purchase Tomato, Cabbage, Cauliflower, etc., plants and seed from you and wish to get my orders in as soon as seed is available and to study my needs carefully before selection. Please send me a catalogue as soon as they are available.

Yours respectfully,



# PRICES

Dates Are Approximate

## CAULIFLOWER PLANTS

Ready May 25th—Field Grown

SUPER SNOWBALL

EARLIEST CATSKILL MOUNTAIN SNOWBALL

IMPROVED HOLLAND ERFURT

SNOWDRIFT

New Beds Every 3 or 4 Days

1,000 .....	\$ 5.50	500 .....	\$3.00
5,000 .....	25.00	300 .....	2.00
10,000 .....	45.00	200 .....	1.50
20,000 .....	85.00	100 .....	1.00

## LONG ISLAND IMPROVED BRUSSELS SPROUTS

Ready May 25th to August 10th

5,000 .....	\$12.50
1,000 .....	3.00
500 .....	1.75
200 or less .....	1.00

## TOMATO PLANTS—Field Grown

Ready June 5th

MARGLOBE (certified)

PRITCHARD (certified)

RUTGERS

5,000 .....	\$12.50	300 .....	\$1.25
1,000 .....	3.00	100 .....	1.00
500 .....	1.75		

## ONION PLANTS

SWEET SPANISH AND BERMUDA

Excellent varieties for size and sweetness.

1,000 .....	\$2.50
500 .....	1.50
200 .....	.75

## LETTUCE PLANTS

ICEBERG OR N. Y. IMPROVED

Varieties which produce good solid heads.

1,000 .....	\$3.00
500 .....	2.00
200 .....	1.00

BIG CROP SEEDS are the kind we buy and no other.

Everyone that buys our plants can count on getting these five things:

1. The results of working all the time for years with five kinds of plants.
2. The BIGGEST CROP that any seed of these five kinds of vegetables will produce.
3. As good plants as we can raise.
4. As careful packing as we can do to get the plants to you in good order.
5. Reasonable prices for the work we do on the plants.

## CABBAGE PLANTS

Ready May 25th—Field Grown

6,000,000 Cabbage Plants. Raised on new ground. Sown thin in rows. Field Grown—Ready May 20th to September 1st.

Hoed like onions. Dug with forks. Shipped in ventilated packages with roots in damp moss.

GOLDEN ACRE  
COPENHAGEN MARKET  
DANISH BALLHEAD (Short Stem).  
PENN STATE BALLHEAD  
ENKHUIZEN GLORY  
ALL HEAD EARLY  
SUCCESSION  
SUREHEAD  
EARLY FLAT DUTCH  
LATE FLAT DUTCH  
SAVOY PERFECTION  
DRUMHEAD SAVOY  
EARLY COPENHAGEN MARKET (Yellows resistant).  
MARION MARKET (Yellows Resistant).  
WISCONSIN HOLLANDER (Yellows Resistant).

### RE-ROOTED CABBAGE PLANTS

(Mass of fine, new roots grown on them.)

All Varieties per	1,000 .....	\$ 2.50	500 .....	\$1.65
	5,000 .....	10.00	300 .....	1.25
	10,000 .....	19.00	100 .....	1.00
	20,000 .....	37.00		
	50,000 .....	90.00		

## GREEN SPROUTING BROCCOLI

Ready May 25th

1,000 .....	\$ 3.00	500 .....	\$1.75
5,000 .....	12.50	300 .....	1.30
10,000 .....	25.00	200 .....	1.20
		100 .....	1.00

One of our customers from South Jersey drove here with a truck for 60,000 broccoli plants.

## VICTORY GARDEN ASSORTMENT

We will send postpaid 200 plants mixed about as follows:

### 100 CABBAGE

Early, Mid-Season, Late Red and White, and Savoy. For Summer and Fall use and for storage.

### 50 CAULIFLOWER

Early and Late.

### 25 BROCCOLI

### 25 BRUSSELS SPROUTS

PRICE \$1.75

### EXPRESS or PARCELS POST

We ship plants either by Express or Parcels Post, as ordered.

### NON-WARRANTY

While we endeavor to have all plants true to name, carefully packed and promptly shipped, in common with all seed and plant growers, we give no warranty, expressed or implied, as to description, quality, productiveness, or of any other matter of any of the plants or seeds we send out, and will not in any way be responsible for the crop. All orders accepted subject to plants being sold.

Every order received will be accepted upon these conditions only, and they must be accepted by the customer when ordering.

NO BUSINESS DONE ON SUNDAY.—We do no business on Sunday.

# F. W. ROCHELLE & SONS, Chester, New Jersey

PHONE CHESTER 39-R-21